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Manitoba Calling



ADVENTURES IN RADIO 1

"THE LITTLE BROWN CHURCH"

ANOTHER LISTENER LOOKS AT RADIO

LORNE GREEN --
C.B.C. NEWS ANNOUNCER

PROGRAMS

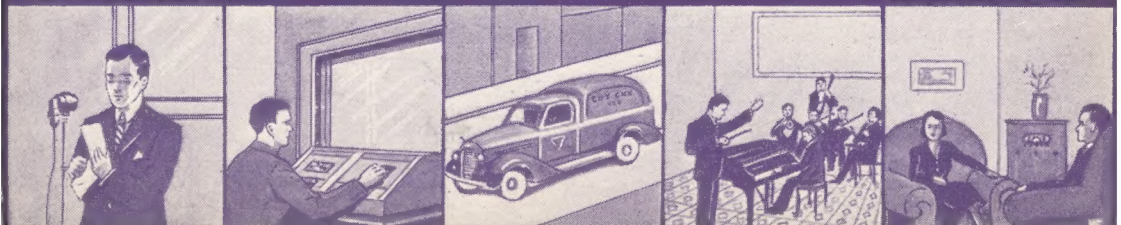
PICTURES

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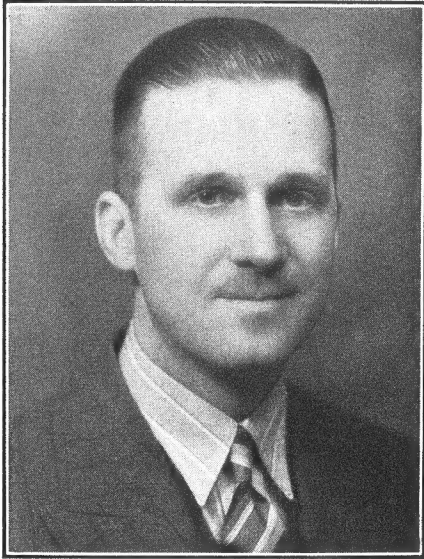
RADIO BRANCH
MANITOBA TELEPHONE
SYSTEM

Vol. IV, No. 3

March, 1940



HOCKEY BROADCASTER PRAISED



JOHN CRAIG—CKX.

Portage la Prairie,
February 16th, 1940.

The Manager,
CKX,
Brandon, Man.

Dear Sir:

I have been instructed by the Portage la Prairie Board of Trade, to express its appreciation of the excellent hockey broadcasts which have come over your station this winter. The running story of the games given by Johnny Craig have been excellent and much appreciated by Portage la Prairie hockey fans.

As many people who attend Portage la Prairie games from west of this point use your station for sports announcements, any information given out by you in connection with scheduled games is reflected in our attendance. We felt that we should let you know that we deeply appreciate the fair and unbiased manner in which your commentator has handled the games in Brandon, as well as the Kenora games.

Yours very truly,

(Sgd.) G. G. Grigg,
Secretary, Board of Trade.

COLORED FACSIMILE

The American magazine "Broadcasting" reports that W. G. H. Finch has been granted a patent for a process of sending fine-detail color pictures over ordinary telephone wires.

The color picture to be transmitted is mounted on a transmitter drum and scanned in a manner similar to black-and-white scanning, with color filters automatically and successively interposed between the scanning beam and photoelectric cell to produce directly the electrical equivalent of the primary color separation prints. Successive line-by-line scanning through light filters produces the required color separation prints at the receiver.

All of which may seem somewhat involved and a trifle advanced to us in Canada, where black-and-white facsimile and television are merely among the things we read about as progressing very rapidly elsewhere.



CANADIAN RADIO LICENSES

There were 1,277,261 licensed radio sets in operation in Canada at the close of 1939. The division among the provinces was as follows:—

Ontario	496,711
Quebec	306,152
British Columbia	108,533
Alberta	96,695
Saskatchewan	90,040
MANITOBA	85,679
Nova Scotia	52,390
New Brunswick	35,875
Prince Edward Island	4,924
Yukon and N.W.T.	172

The principal city figures were:

Montreal	154,642
Toronto	134,321
Vancouver	50,837
WINNIPEG	49,273
Ottawa	28,345
Hamilton	26,464
Edmonton	19,953
Quebec	19,586
Calgary	18,387
London	16,905
Windsor	12,180

Vol. IV. No. 3.

Single Copy
5c**MANITOBA CALLING**

March, 1940.

One Year, 60c.
Post Free

Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg

CKY's BIRTHDAY

● March 13th is the anniversary of the official opening of CKY. On that date in 1923 the Province of Manitoba made the first venture in state ownership and control of broadcasting in this country. This was the laboratory in which were conducted many experiments that have since been repeated in the larger field of national broadcasting. It was several years before the Manitoba system of combined public and commercial radio operation was extended to embrace the whole Dominion, but the success of that extension is a tribute to the foresight of those who, in the face of not a little discouragement, inaugurated a broadcasting service which remains unique in Canada.

RADIO TERMINOLOGY

● Every broadcasting station today maintains a "log"—pages on which are recorded all through the working hours particulars of the programs, announcements, breakdowns if any, and so forth. Why a "log"? Why not a diary? Because the wireless operator at sea copied the word from the captain's book in the chartroom. The log is officially referred to as the "Proces Verbal", another term which was used in a similar manner at sea many years ago. Sometimes, perhaps, you try to tune in a station late at night and do not hear it. You say it has "signed off". The expression is associated with the act of "signing off" which terminates the voyage for the officers and crews of ships. Then the firemen and sailors, cooks and stewards, line up in the dining saloon or in the shipping office ashore and sign the book which cancels the terms of the articles under which they agreed to sail. Another nautical term commonly used by

radio announcers is "Stand by", indicating an interval during which listeners are expected to keep their sets tuned in. The words "Stand by" will be found on the dials of ship's telegraphs, by means of which orders are signalled from the bridge to the engine-room. Some of the earliest wireless receivers on board ship had a switch position labelled "Stand by".

These are a few of the words which have become established in our radio terminology, reminding us that broadcasting is a descendant of wireless telegraphy, which saw its first service as a protector of life at sea. Remembering this, veteran wireless men have a jealous but very commendable pride in seeking to make broadcasting worthy of its honorable ancestry.

"LIFEBOATS FOR PILLOWS"

● A curious error crept into the story of our rescue after the sinking of the *Morwenna*, published in the February issue of "Manitoba Calling". It read "Most of us slept on deck through a thunderstorm that night, with our lifeboats for pillows." Actually, of course, we rested our heads on lifebelts.

Incidentally, all our lifeboats were lost during the night. Towed astern of the trawler *Jacqueline*, they were tied in line, bow to stern, instead of being made fast separately. The weight of the four boats thus placed a strain on the painter by which the first boat in line was attached to the *Jacqueline*. In the storm that night the boats all broke away, so that in the morning we found only the stem and painter of the first boat towing behind us like the collar and chain of a lost dog. Some days later a British steamship reported passing one of the *Morwenna's* damaged boats. That was the last we heard of them. — D.R.P.C.

School For the Deaf Gives Fine Broadcast



Pupils of the Manitoba School for the Deaf distinguished themselves recently in a C.B.C. broadcast from CKY's studios when they performed as a percussion band. Miss Sheila Marryat interviewed Mr. Melvin Blanchard, Principal of the School, and elicited much interesting information showing the great value of the institution.

CKX FINDS LOST BOY

It is always gratifying to learn of cases in which radio has assisted in locating missing persons.

The management of CKX, Brandon, were pleased to receive this tribute from the parents of a little boy who was lost and about whom announcements were made over CKX.

* * *

Brandon, Man.,
Feb. 12, 1940.

CKX — Staff:

Please accept our sincerest thanks for the prompt and courteous attention given our appeal for aid in finding our wee lost boy Saturday evening.

It will be gratifying for you to know he was located directly after your message was sent on the air through CKX. We will be everlastingly grateful to you.

Yours very truly,

(Mr. & Mrs.) V. Kristjanson.

"TREASURE TRAIL" TICKETS

Admission to the "Treasure Trail" broadcasts is by ticket. So great is the demand that the waiting list is filled many weeks ahead.

★ ★ ★

RUPERT LUCAS COMING WEST

Rupert Lucas, CBC Supervisor of Drama, will act as adjudicator at the Saskatchewan Drama Festival at Regina, March 28, 29 and 30. While in the West, he will take part in discussions that will, it is anticipated, lead to an Inter-University Drama Contest for the fall.

★ ★ ★

TOSCANINI RETURNING

On Saturday, March 16, Arturo Toscanini will resume conductorship of the NBC Symphony Orchestra. His final broadcast has been announced for May 4th.

WORDS ABOUT WORDS

When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail it to CKY.

A Winnipeg listener objects to the pronunciation of DETAIL as used by one of our announcers. It is claimed that DE-tail means a minute account or item, and that de-TAIL means to narrate or particularise. Our dictionary, however, allows both pronunciations as referring to "a dealing with part by part" or "listing item by item".

We entirely agree with the correspondent who points out that NEWS is NEWS, not NOOS, as we do also with one who dislikes to hear TOON for TUNE. To be told that on TOOSday we may hear NOOS of a NOO TOON pleases us not at all.

Another word which has been the subject of discussion is FILM. The tendency is to overdo the LM, making it LUM, thus—FIL-LUM. The M must not be neglected, however, and opinions differ as to the amount of emphasis to be given it. In these times, when so many syllables are being lost in the shuffle, we favour generous treatment of the LM in such words as FILM and HELM.

Several listeners have remarked upon the error made in a recent News broadcast from the Toronto studios of the C.B.C. Even Manitobans, far as they are from the east and west coasts, felt that no jolly tar would speak of "THE H.M.S. Exeter and THE H.M.S. Ajax". No profound thinking is required to understand that "The His Majesty's Ship" does not make sense.

A reader of "Manitoba Calling" points out that there is something wrong with an announcement which informs a listener that a certain broadcast has come to him "over a GROUP of Canadian stations". That may sound correct in the studio, but as received in the home it is absurd. Forced listening to groups of stations went out with the old-fashioned squealer sets and with transmitters which spread their signals all over the dial. Now, says our reader, we listen as a rule to one station at a time.

CUTTING A RECORD



Part of a broadcasting station's standard equipment these days is a machine for recording programs, speeches, etc. A program produced locally may be recorded and the disc mailed to the head offices of the sponsor in New York or Montreal, so that the management may know that their Winnipeg broadcasts are being well conducted. A musical group may wish to record a program for submission to a prospective sponsor in some distant city. A speaker may desire to have his address recorded, so that he may discover any speech defects with a view to correcting them, or, perhaps, so that the address may be broadcast during his absence from town. These and other uses are made of modern improvements in recording apparatus.

CKY is equipped to make 12-inch records of the ordinary phonograph type, for playing at the normal speed of 78 revolutions per minute, or the studios can turn out transcriptions of larger diameter for playing at the slower speed of 33 1/3 r.p.m. Our photograph shows Chief Control Operator George Henderson cutting a record of part of the T. Eaton Company's "Good Deed Club" broadcast, on Saturday morning, February 17th.

A listener asks how FinisTERRE came to be called FinisTERRY, why HAR-assing continues to be mispronounced Har-ASS-ing, and why a sports commentator recently spoke of Juv-NILL hockey. Goodness knows—we don't!

ADVENTURES IN RADIO - 8

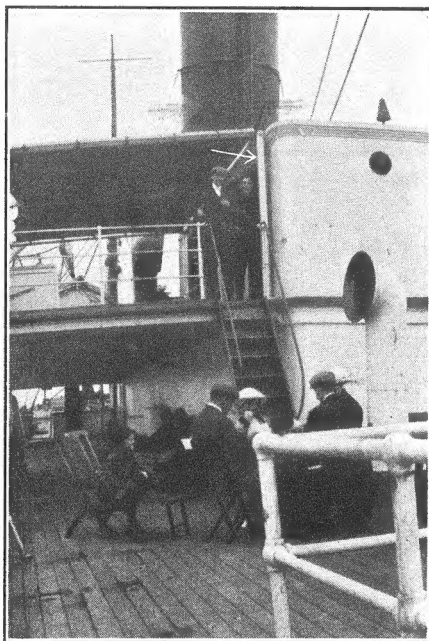
By D. R. P. C.

Excerpts from a Series of Original "Between Ourselves" Talks on CKY.

WRECKED ON SAMBRO LEDGES

On March 14th, 1914, I was chief wireless operator of the steamship *City of Sydney*, leaving Brooklyn, New York. We were bound for Halifax with thirteen passengers and a general cargo which included flour and automobiles. The flour was to be taken to St. Johns, Newfoundland, but the barrel staves must have opened and distributed the pasty mess among the fish long ago, and the mermaids may still be admiring the beautiful lines of those 1914 automobiles sitting at the bottom of the sea. Somewhere near Nantucket we ran into fog, and from then on our trip was unpleasant. Everything on deck dripped with moisture. The insulators of my radio antenna leaked and spluttered sparks to the rigging and cabin roof. Over the side we could see a narrow strip of green ocean and the white foam where the cooling water from our engines tumbled into the sea with each lazy turn of the pump. Beyond the green all was obscured in a dense curtain of white fog. The deck was deserted, except by the sailor men who had their jobs to do. Passengers found things more agreeable in dining saloon or library, or nursed mal-de-mer in the warm confines of their state-rooms. So we chugged along, with the fog-horn bellowing its mournful message of warning.

Night came down, and then another day and another night, with never a lift in the fog. Meantime, in the little white cabin abaft the smokestack I sat my six hours at the wireless outfit till my assistant, a Newfoundland boy named J. W. Percey, relieved me for six hours, and then I took the headphones and sat there for another six hours—a total of twelve hours each in the twenty-four. In arranging the watches I had chosen to work from 2 to 8 o'clock and he from 8 to 2. Never for a moment must the radio receiver be unattended. We couldn't go for our meals together. The headphones had to be taken off one of our heads and put on the other man's ears without our letting there be a chance of missing a signal—perhaps a



Main deck of CITY OF SYDNEY, looking forward. Wireless cabin marked with arrow.

distress message from some other ship. That was the rule of the sea to which we were trained. . . .

St. Patrick's Day

It was a little after three a.m. on March the 17th. I was listening to chirping signals from a dozen or more boats in the busy New York area—listening to the old Boston station whistling its messages with the perfect "fist" of a skilled operator—all our talking was done by dots and dashes, of course, in those days. . . . The lights in my cabin shone on the lacquered brass of the big transmitting key . . . the polished copper tubing connecting the parts of the heavy apparatus. We had no "cabinet" outfit such as would be used today. Then, the two or three dozen pieces which comprised the radio set were installed as separate units wherever space permitted on the walls and

table. . . It was always hard to keep awake up there in the cabin, but one dared not fall asleep. . . Across one end of the shack was my bunk—very inviting, but not to be used for several hours yet, and then I must rest while the second operator, now dreaming in a spare cabin on the main deck, sat in silence between the periods of transmission. . . Still listening to the buzzings of distant ship and coast stations, I was musing on the delights of wireless operating. . . I'll need new gold braid on that sleeve very soon. . . If only they'd make these headphones lighter. . . Drat that magnetic detector, it needs winding again. (We had no vacuum tubes—no amplification of signals—just a detector consisting of a belt of fine insulated iron wires revolving slowly around two pulleys driven by clockwork). . . Those pictures on the bulkhead—folks in an English garden—they'll have finished breakfast over there, and here am I sipping coffee from a thermos filled two hours ago. . . Those storage batteries under the table are well charged, anyway, for I hear them bubbling. . . That radio inspector in New York was mighty particular about storage batteries, and quite right, too—it would be no fun to get in collision or some other trouble, have the ship's dynamo fail—no power—no lights—no emergency battery to send the distress call. . . SIX BELLS. . . three o'clock. . . Footsteps of men passing my door from time to time, going to the stern rail to read the log and check our mileage, or attend to other duties of the sailor man. . SEVEN BELLS. . . half-past three. . . We must be close to Sambro Lightship now, and that should mean Halifax in a little more than a couple of hours. . . Halifax and a day-and-a-half ashore—then off to Newfoundland. . . oh well, it won't be long now . . . B U M P! . . .

Journey's End

A smothered tearing noise somewhere down below — Another bump — frantic clanging of the engine room telegraph bells—the sound of something astir in the engine room—a rapid patter of feet on deck—the floor of my cabin taking an unusual tilt, unusual because it stayed tilted. . . Thought I, "We've hit something." . . My door was flung suddenly open. There, in dripping black oilskins and sou'wester, a huge form standing

with the light of my cabin making him shine against the sable background of the night, was my skipper—Cap'n Dan MacDonald—as fine a bluenose as ever sailed the sea. "WE'RE ON SAMBRO LEDGES!" he shouted in to me — "SEND OUT AN S.O.S.!"

I shall never forget the thrill of sending out that S.O.S. To have an opportunity to do that was the height of every wireless operator's ambition. Wireless was such a young art, enveloped in all the glamour that might be expected to surround a wonderful new saver of lives at sea. S.O.S. men were heroes. The newspapers said they were, in big headlines and red type. Firemen and engineers might stick to their posts below decks in case of shipwreck and be scalded to death or drowned before they could get out; mates and deck-hands or cooks and stewards might give up their places in the boats to women and children, and go down in the swirling waters unobserved, to be counted merely among the missing. . . But the wireless operator, sitting up there on what was usually the last place on the ship to get wet if she sank—he pounded away at his key, enjoyed the tremendous comfort of being able to converse with those coming to the rescue—and was always the hero. Many of them were indeed heroes—all honour to them, from Jack Binns on—but many of us used to feel just a trifle embarrassed when we eventually got ashore and read of the heroic deeds we had performed. All we could hope was that our gallant shipmates understood—that it wasn't exactly our fault if the world made a few days' fuss of us and scarcely noticed them. Humanity is like that! . . . But now . . . here was my big moment. . . There might be time to philosophise later. . . It WAS a thrilling experience for a young man suddenly to find himself in a position of importance through an accident of fate.

So, with a feeling of exultation, I closed the switches, brought the motor-generator up to speed, twisted a leg around my swivel chair and started the lightning crashing between the mushroom heads of the fixed spark discharger. . . "S O S de V F O — Here 'City of Sydney,' ashore on Sambro Ledges—S O S de V F O."

(To be Continued)

AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings. ALL TIMES CENTRAL STANDARD.

SUNDAY

- 11.00—Church Service.
- 12.25—British United Press News
- 12.30—British Bands—Burns & Co. Ltd.
- 1.00—Hart House String Quartet.—CBC.
- 1.30—Devotional Period—CBC.
- 2.00—Philharmonic Symphony Society of New York—CBC.
- 4.00—The Church of the Air—CBC.
- 4.30—The Tea Musicale—CBC—Lipton Tea Co.
- 5.00—Silver Theatre—CBC — International Silver Co.
- 5.30—The World Today—CBC.
- 5.45—Canadian Press News—CBC.
- 6.00—Jack Benny—CBC—Jello.
- 7.00—Church Service.
- 8.30—Appointment with Agostini—CBC.
- 9.00—Campbell Playhouse—CBC — Campbell Soup.
- 10.00—Canadian Press News—CBC.
- 10.15—Star Dust—CBC.
- 10.30—Sweet and Low—CBC.
- 11.00—Chamber Music—CBC.
- 11.30—Sanctuary—CBC.

MONDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Allan Caron—Organist.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—P. T. Barnum—Western Canada Flour Mills.
- 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
- 12.00—The Happy Gang—CBC—Colgate-Palmolive.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News.
- 1.00—The Gospel Singer—Oxydol.
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap
- 3.00—Club Matinee—CBC.
- 3.30—Vic and Sade—CBC—Crisco.
- 3.45—BBC News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—University Lecture.
- 5.00—The Lone Ranger—Modern Dairies.
- 5.45—British United Press News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Speed Gibson—Beehive Corn Syrup.
- 6.45—Easy Aces—Anacin.
- 7.00—Quaker Variety Show—CBC — Quaker Oats Co.
- 7.30—With the Troops in England—CBC.
- 8.00—Lux Radio Theatre—CBC—Lux.
- 9.00—Contented Hour—CBC—Carnation Milk Co.
- 10.00—C.P. News—CBC.

- 10.15—Star Dust—CBC.
- 11.00—Immortal Music—CBC.
- 11.30—Generally Speaking—CBC.
- 12.00—B.U.P. News.

TUESDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Allan Caron—Organist.
- 10.00—Peggy's Point of View.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—Pelham Richardson's Orch.—CBC.
- 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
- 12.00—The Happy Gang—CBC.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—British U. P. News.
- 1.00—The Gospel Singer—Oxydol.
- 1.30—Donald Novis Sings—Libby's.
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap
- 3.00—Club Matinee—CBC.
- 3.45—BBC News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—Dr. W. T. Allison—Book Review.
- 5.00—Voice of Inspiration — Young United Church.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Guess What?—Pub. Finance Corp.
- 6.45—Count of Monte Cristo—City Hydro.
- 7.00—Big Town—CBC—Rinso.
- 7.30—The Family Man—CBC—Lever Bros.
- 8.00—Top Flight Tunes—CBC—Wings Cigarettes.
- 8.30—Fibber McGee and Molly—CBC—S. G. Johnson & Son.
- 9.00—Treasure Trail—Wrigley Co.
- 10.00—C.P. News—CBC.
- 10.15—Star Dust—CBC.
- 11.00—Everyman Theatre—CBC.
- 11.30—Classics for Today—CBC.
- 12.00—B.U.P. News.

WEDNESDAY

- 7.30—Reveille.
- 7.45—B.U.P. News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Allan Caron—Organist.
- 9.45—House of Peter MacGregor—Tr.—Greyhound Travel Bureau.
- 10.00—Radio Kitchen, Betty Brown — Five Roses Flour.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.

11.30—P. T. Barnum—Western Canada Flour Mills.
 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
 12.00—The Happy Gang—CBC—Colgate-Palmolive.
 12.30—Road of Life—CBC—Chipso.
 12.45—B.U.P. News.
 1.00—The Gospel Singer—Oxydol.
 1.30—Donald Novis Sings—Libby's.
 2.00—Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap
 3.00—Club Matinee—CBC.
 3.30—Vic and Sade—CBC—Crisco.
 3.45—BBC News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—University Lecture.
 5.00—The Lone Ranger—Modern Dairies.
 5.45—B.U.P. News.
 6.00—On the Trapline—Sydney I. Robinson.
 6.15—Light Up and Listen Club — Imperial Tobacco.
 6.30—Speed Gibson—Beehive Corn Syrup.
 6.45—Easy Aces—Anacin.
 7.00—Mutiny on the High Seas—Tr. — Red Rose Tea.
 7.30—Serenade for Strings—CBC.
 8.30—Music by Faith—CBC.
 9.30—Midweek Commentary—CBC.
 10.00—C.P. News—CBC.
 10.30—Cathedral Singers—CBC.
 11.00—Adventures in Rhythm—CBC.
 11.30—Vancouver Theatre Time—CBC.
 12.00—B.U.P. News.

THURSDAY

7.30—Reveille.
 7.45—B.U.P. News.
 9.00—The Man I Married—CBC—Oxydol.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—Smilin' Jack—United Radio Advtg.
 9.45—Allan Caron—Organist.
 10.00—Peggy's Point of View.
 10.30—Big Sister—CBC—Rinso.
 10.45—Life and Love of Dr. Susan—CBC—Lux.
 11.30—Pelham Richardson's Orch.—CBC.
 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
 12.00—The Happy Gang—CBC.
 12.30—Road of Life—CBC—Chipso.
 12.45—B.U.P. News.
 1.00—The Gospel Singer—Oxydol.
 1.30—Donald Novis Sings—Libby's.
 2.00—Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap.
 3.00—Club Matinee—CBC.
 3.45—BBC News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—Public Health—Dept. of Health.
 5.00—Voice of Inspiration — Young United Church.
 5.45—B.U.P. News.
 6.15—Light Up and Listen Club — Imperial Tobacco.
 6.30—Stepping Along—Berryhills.
 6.45—Count of Monte Cristo—City Hydro.
 7.00—True or False—J. B. Williams Co.
 7.30—On Parade—CBC — Robin Hood Flour Mills.
 9.00—Kraft Music Hall—CBC—Kraft Cheese.

10.00—C.P. News—CBC.
 11.00—Memory Hour—CBC.
 12.00—B.U.P. News.

FRIDAY

7.30—Reveille.
 7.45—British United Press News.
 9.00—The Man I Married—CBC—Oxydol.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—Smilin' Jack—United Radio Advtg.
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 10.30—Big Sister—CBC—Rinso.
 10.45—Life and Love of Dr. Susan—CBC—Lux.
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 3.30—Vic and Sade—CBC—Crisco.
 3.45—BBC News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—University Lecture.
 5.00—The Lone Ranger—Modern Dairies.
 5.45—B.U.P. News.
 6.15—Light Up and Listen Club — Imperial Tobacco.
 6.30—Speed Gibson—Beehive Corn Syrup.
 6.45—Easy Aces—Anacin.
 7.00—Charlie Chan—Listerine.
 8.00—Waltz Time—CBC—Sterling Products.
 8.30—Along the Boulevard—CBC — Sterling Products.
 9.00—Woodhouse and Hawkins—CBC.
 9.30—"Our Canadian Heritage"—CBC.
 10.00—C.P. News—CBC.
 10.30—Northern Messenger—CBC.
 11.00—Drama—"Number 17"—CBC.
 11.30—Musical Programme—CBC.
 12.00—B.U.P. News.

SATURDAY

7.30—Reveille.
 7.45—B.U.P. News.
 9.00—Allan Caron—Organist.
 9.30—High Schools Orchestra.
 10.00—Peggy's Point of View.
 10.30—Good Deed Club—T. Eaton Co.
 11.00—Prof. V. W. Jackson—Nature Talk.
 12.30—Pinto Pete—Dominion Fur Auction.
 12.45—B.U.P. News.
 12.55—Metropolitan Opera—CBC.
 4.30—CKY Studio Strings—Man. Tel. System.
 5.15—In the Sports Editor's Office.
 5.45—B.U.P. News.
 6.45—Count of Monte Cristo—City Hydro.
 7.00—Share the Wealth—Colgate-Palmolive.
 7.30—Wayne King's Orch.—CBC—Colgate's.
 8.00—Hockey Broadcast—CBC—Imperial Oil.
 9.30—Canadian Press News—CBC.
 9.35—NBC Symphony Orch.—CBC.
 10.45—C. P. News—CBC.
 11.30—Drama Series—CBC.
 12.00—B.U.P. News.

ANOTHER LISTENER LOOKS AT RADIO

Mrs. Margaret Lumb, of Cartwright, Man., has enjoyed programs since 1924.

Turning back the pages of a yellowed account book, I find this entry:—"November 20th, 1924: Radio—\$60.00". That was our first set, and the first in this district, too. The excitement of waiting while it was being built in Winnipeg and shipped out to us was tremendous. Days before, an aerial had been erected and seven long iron rods driven into the ground. The rods were all connected by wires soldered to each one. That it was an effective arrangement is shown by the fact that we are still using the same "ground". The set was a one-tube Harkness Reflex, in a yeast-cake box with a bakelite panel. There were two large dials and a crystal with a "cat's whisker". Two pairs of earphones completed the outfit.

What a thrill it was to hear music from CKY! It was our main station for many years and, for that matter, still is. Programs were very different in those days. One could hear the gramophone scratch before the music started and there were often long silent moments. It was thrilling, too, to hear the news. Grain prices were given at 2.30 p.m., and many were the telephone calls we received from folks who wanted to know how the prices were doing, for there was great activity in the market in those days.

CNRW was broadcasting that year, also, with Mr. Roberts at the mike. Many good things came from there. One of the big moments on the little radio was hearing 40 violins in an orchestra from Davenport, Iowa. Then there was the exciting day when the carillon was rung for the first time over CKY. (We had a microphone in the belfry of St. Luke's church, Winnipeg in 1924 or '25. If the reference is to the Ottawa carillon, it would be some years later.—Ed.) A terrific thunderstorm came up and nearly took our ears off, but still we listened. The headsets were always divided and each one had a single earphone, everybody keeping as still as mice. Sometimes we put the headsets in a cut glass bowl and we all leaned with our elbows on the table and listened. One of the special occasions I remember was when Mrs. Jean Campbell, of Winnipeg, gave two readings in a Northern Electric

Company's program. On clear nights there were 28 stations that we could get, including some in Texas and California. After having our set for seven years we sold it and bought a six-tube model with a loud-speaker. There were not the good roads and powerful cars to run around in those days, so we got all the more enjoyment from our radio, and some of this enjoyment was shared with neighbors who did not have sets of their own.

I remember when the "Uncle Peter" broadcasts began. The children hurried the horse home from school 3½ miles to be here in time for the program. There were four Peterkins in the family. The Santa Claus programs were all enjoyed, too, and the "Tribune" Empty Stocking Fund broadcasts. What fun those nights were! Bids came into the studio for songs to be played and sung, and spurs and hats, etc., were auctioned off. All the announcers took turns at the mike.

Radio Today

Now Radio has changed, and we have come along with it. What would we not have given for news of the boys in the Great War of 1914-'18? In this household, news comes first. We feel that the day has been spoiled if the time has slipped by unnoticed and we have missed it. The announcers who have to wrestle with all those foreign names certainly have our sympathy! "The World Today" is much appreciated when the daily paper is not available. It gives us a chance to catch up with news details.

"The Lux Radio Theatre", "Campbell Playhouse", "Studio Strings", "One Man's Family", "Woodhouse and Hawkins", "Easy Aces" and "Silver Theatre", are all much enjoyed. The T. Eaton Company's "Good Deed Club," Professor V. W. Jackson's Nature Talks, and the Manitoba High Schools' Orchestra, all on Saturday mornings, are never missed. I think the last is a fine organization. Two of my sons, Rowland and Tommy, played with Mr. Padwick in three of his Easter broadcasts. It certainly gives the country children a much greater interest in music.

It was wonderful to get the vivid descriptions of the Royal Visit. The B.B.C.

C.B.C. NEWS ANNOUNCER



Lorne Greene

Lorne Greene is the new announcer heard in the C.B.C.-C.P. News bulletins on the National Network every night at 11.00 p.m. E.S.T. He joined the C.B.C. in October, 1939, broadcasting from the Ottawa studios, and was transferred to the Toronto studios in February, 1940.

news is appreciated. The broadcasts from Aldershot are splendid. To hear so many statesmen and our own King and Queen from time to time makes us feel that we are not entirely in the backwoods.

I should like to say how much "Manitoba Calling" is read and enjoyed by all here and then passed on. It is nice to see the pictures of the various actors. Sometimes they are not a bit like they sound. I want to thank all members of CKY's staff for the efficient way in which our daily programs are put over. Our radio is seldom turned away from CKY.

Born in Ottawa in 1915, Mr. Greene studied at Lisgar Collegiate in that city. He received his degree at Queen's University in 1937, majoring in French and German. At college he was active in university drama work and was president of the University Dramatic Guild. As director, he had two of his productions placed in the finals of the Dominion Festival. Later he won a fellowship and studied for two years at the Neighborhood Playhouse in New York. His main hobby is song writing, both the music and the lyrics. However, he will not say much about his success there commercially. One of these days he hopes to have one at the publishers. In sports he leans to handball and bowling—and best of all likes to watch Queens-Varsity (Toronto) football game.

He stands just over the six foot mark, weighs 186 lbs. Still single but maintains "not for very long"—she's a Toronto girl.

"The Little Brown Church"

Living in retirement, enjoying a rest from many years of labor as a Minister, is Rev. Edward Lee, now a resident of Winnipeg. Mr. Lee has been good enough to allow us to publish some excerpts from material which he supplied for one of our "Let's Go a-Visiting" talks on CKY and in which he told of his connection with one of the most famous shrines on this continent—"The Little Brown Church in the Wildwood", at Bradford, Iowa.

The Little Brown Church was first known as the First Congregational Church of Bradford, and the Pastor was the Rev. O. Littlefield. Bradford at that time was a flourishing little town, comprising quite a number of business houses and including an organ factory. Indications were that the town had a prosperous future, but when the railway arrived it brought advantages to the neighboring settlement of Nashua and left Bradford declining to the status of a village. However, fame came unexpectedly to compensate Bradford for its loss of commercial prestige.

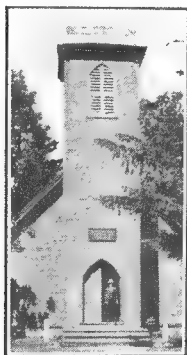
In the palmy days of Bradford the Little Brown Church was built. Spiritually, the church was founded before the building was erected, services being conducted in such places as hotel rooms, an abandoned store, and the like. Then

of trees to supply lumber for the building. The trees were mostly red oak, some of them fifty feet high. Elmore and Walter Smith, owners of a saw-mill, sawed the logs free of charge. Fresh funds were raised, and eventually, in December, 1864, the edifice was completed and dedicated. Mr. Nutting remained in charge until 1867, the year in which the railroad's coming to Nashua changed the fortunes of Bradford so seriously.

Tolling the Bell

A bell was presented to the church, but it developed a crack and had to be re-cast. That was in 1868. At that time there was not another bell in Chickasaw county, so this one was unique. It had a beautiful tenor tone. It was moved from the famous bell foundry at Troy, New York, to Dubuque and from thence it was brought to Bradford by road. During the road journey the men in charge of it tolled the bell all the way. One can picture the bell and the proud escort travelling along the country roads, tolling it to the amazement of the inhabitants of towns and villages en route! The bell is now tolled each Sunday to announce the time of service, and it is rung specially at the close of the service when the song "The Little Brown Church in the Wildwood" is being sung, and appropriately when the second line of the second verse is reached:—"How sweet on a bright Sabbath morning, to list to the clear ringing bell".

Without the song the church would never have become famous. The composer of the words and music was one William S. Pitts. He was born in New York State and came to be Professor of Music in Bradford Academy, a building which was just across the road from the church and which now houses the janitor. This is what Dr. Pitts wrote about his song, in an autograph letter now in the possession of the Rev. Lee:—"One bright afternoon, in June, 1857, I first set foot in Bradford, coming by stage as far as McGregor. My home was then in Wisconsin. . . I walked out to Green-



The Little Brown Church;
Rev. E. Lee
in doorway.

came the Rev. J. K. Nutting, an enterprising young man in 1859. He saw the need for a church edifice, so he persuaded a Mr. Joseph Bird to donate the lots sufficient for the building and grounds. A "quarrying bee" was inaugurated, the local enthusiasts co-operating in quarrying the stone required for the foundation. All was progressing satisfactorily, when the Civil War broke out, and building ceased. But Mr. Nutting was determined that, war or no war, he would carry on, so, in 1864 he persuaded a Mr. Watson to donate a sufficient number

wood, near Bradford. . . . June is the month when Nature dons her rich attire, and every foot of the way was a paradise of beauty. . . The spot where the Little Brown Church now stands was (and still is) a place of rare beauty. Daily I saw it during my stay at Bradford, and when I went away I carried in my mind a picture of it. There was no church there then, but the spot was there, waiting for it. . . . When I went back home I wrote the song. . . In the winters of 1863 and '64 I taught a music class at Bradford Academy. In the meantime, the little church was built and just before its completion I took my class over the unfinished building for an evening's entertainment. . . Having



Rev.
Edward
Lee.

brought with me the manuscript of my song, I took it from my pocket and for the first time, in that church, sang the song that I had written when the church was but a vision in my mind. . . It soon became so popular that it spread throughout the States with great rapidity."

The Brown Paint

The Rev. Edward Lee, who was Pastor of the church during the three years 1921-'23, tells us that the choice of brown paint was a matter of economy, paint of that color being the cheapest then obtainable thereabouts. The building seats about four hundred people, but he has preached to nearly two thousand on a summer afternoon, "people standing outside all the open windows and out as far as the middle of the road." It is a favorite place for weddings and baptisms. Some two hundred

"School of the Air"

CONCLUDES SUCCESSFUL SEASON

The "School of the Air" broadcasts, sponsored by the Provincial Department of Education, conclude on March 15 a very effective series of programs designed for reception in schools. Figures relating to the number of classes and pupils enrolled in the courses are shown below:—

Registrations of the "School of the Air" Series I—"The World Today".

(Mondays)

Rural Classrooms..	4
Town Classrooms..	50
City Classrooms....	29

83

2,450 pupils

Series II—"Music and Movement for Primary Grades." (Wednesdays):

Rural Classrooms....	16
Town Classrooms..	97
City Classrooms....	152

265

8,225 pupils

Series III—"Peoples and Places Overseas" (Fridays):

Rural Classrooms..	9
Town Classrooms..	98
City Classrooms....	210

317

10,274 pupils

Total—665 classrooms; 20,949 pupils.

CKY and CKX, in carrying these "School of the Air" broadcasts have sought to encourage the Provincial De-

(Continued on Page 14.)

weddings are conducted every year, the couples coming from all over the United States.

In his home in Winnipeg, Mr. Lee listens frequently to the radio. When he hears the medley of music and the babel of tongues exhorting him to buy this or that commodity, his mind must sometimes reflect upon those peaceful years of his pastorate at The Little Brown Church in the Wildwood, amid the trees and flowers of the quiet country side, when broadcasting was very young and its influence not so penetrating.

"SCHOOL OF THE AIR"

(Continued from Page 13.)

partment of Education in a work which, although still experimental, has already shown itself to be of considerable value to the young people of Manitoba. For many years now the Department has been using the facilities of our stations. We have been delighted to assist in every possible way and it is gratifying to see such an advance as has been made in the development of technique this season.

It is doubtful if the average listener appreciates the difficulties involved in finding speakers whose training or special experience happen to be combined with that which is known as "radio personality". Without that elusive something, the most learned speaker fails at the microphone. It matters not how much he knows, what his degrees, how wide his reading or travel, or how interesting his subject—if he lacks personality at the microphone he would be wiser to confine his lecturing to classrooms or halls from which the audiences cannot, because of discipline or decency, escape. The little turn-off switch on the radio receiver is so handy!

Showmanship

Children in schools might be compelled to sit through dismally dry programs intended to improve their education, but

thoughtful program builders are realizing that in broadcasts to schools, as in all radio productions, there must be that certain characteristic which for want of a better name is called "showmanship". Professional broadcasters have been preaching it for years, endeavoring to impress it upon all who came to make use of the microphone. Educators today are alive to the need for something more sparkling than the ordinary classroom technique. With only the ears to catch the speaker's meaning, without benefit of gesture and facial expression, facts have to be expressed in a style peculiarly suitable for school reception. While it is true that the pupils are not permitted to turn off the set or to tune in some other station, as may be their individual prerogatives at home, the people in the studio are wise if they forget for the time being their disciplinary powers as teachers, abandon what might be called the traditional class-room manner, and assume their audience to be voluntary listeners. Then they will strive to hold the attention of their hearers by the interest of the program itself — and no broadcast which fails in this can succeed otherwise.

That Mr. Hunter, the energetic director of the school programs, understands the special requirements of teaching by radio is evidenced by the progress made during the season which is now closing.



Pupils of Glenwood School, Elmwood, performing to music broadcast in one of the Series II programs.

THE LISTENER WRITES

FOR MORE SCOTTISH MUSIC — "Why so many English recordings? What has happened to the music of bonnie Scotland? Please play more Scottish recordings. . . ."—Winnipeg.

FOR LESS—"We are having music presumably in honour of the troops, but, strange as it may seem, all the regiments mentioned are Highland troops. Have we in this war any regiments not Highlanders? . . ."—Winnipeg.

BOUQUET—"I have been stationed at Canadian garrisons from Halifax to Vancouver. I have listened to local programs in a corresponding number of towns. Nor am I a native son of Winnipeg, but I think CKY need take second place to no station in Canada. . . ."—St. Vital, Man.

DENTAL HINT—"I often complain that the announcers are not in every case good speakers. Some faulty teeth seem to be present in their mouths. . . ."—Winnipeg.

NO MUMBLING—"Your announcers are the tops. There is no mumbling or stuttering over words. . . ."—Inkster, Man.

PAT FOR PELHAM—"Pelham Richardson's half hour is always enjoyed. They don't have 'The moon is shining, my heart repinin' and such rot. . . ."—Boissevain, Man.

FROM ONTARIO—"We are glad to have such a dandy station as CKY in Canada. If it wasn't for your station I wouldn't pay my radio license. . . ."—Fort Frances, Ont.

ANOTHER—"I like certain programs very much, but some of them are spoiled by too much advertising. In fifteen minutes we get only nine or ten minutes of program. . . ."—Minaki, Ont.

CRITICISM—"Is there no limit to what money can buy? Vulgar is a mild word for some of the transcriptions advertising remedies for various human ills. Must we have disgusting details of internal conditions served up to us. Do you classify it as education or is it intended to be entertainment? . . ."—Winnipeg.

LIKED OLD TIMES—"With all the so-called 'betterment' of radio, we yet have to find a program to beat the early ones. . . ."—Brandon, Man.

RECOMMENDATION — "Can you give my friend an audition? She is no Lily Pons, but she sings like a nightingale. . . ."—Winnipeg.

THOSE WHAT-NOTS—"I wonder if all these stories we hear daily about doctors are good for shut-ins. So many operations, deaths and what-nots occur. They must worry the sick. . . ."—Winnipeg.

VERSE AND WORSE—"Radio readers of melancholy poetry should be given itching powder or something, to wake them up. Some printed poems are bad enough, but they're awful on the air. . . ."—St. James, Man.

QUIZ CONDUCTORS—"You should tell the men who conduct quiz contests that they should not make it too easy for contestants to guess the answers. It spoils all the fun. . . ."—Winnipeg.

UNPLEASANT NEWS—"The other day someone announced 'We have pleasure in bring you the news', and then went on to read all kinds of unhappy items, including the Air Force casualty list. It didn't sound right to us. . . ."—Elmwood, Man.

EXACTLY—"I guess we could have our radio programs without advertising announcements, if we were willing to pay a lot more than \$2.50 a year for our licenses. Many people spend that much for two or three shows in theatres, so what should we expect for two-and-half-bucks per annum? . . ."—Winnipeg.

WANTS PEACEFUL PROGRAMS—"We have enough of war, without hearing so much of it on the radio. I'm getting heartily sick of some of the war song. . . ."—Winnipeg.

RADIO AND EDUCATION—"We in our schools are trying to build up higher ideals in our boys and girls, and the radio is just destroying our efforts. . . ."—Genthon, Man.

GOOD DEED CLUB GIRLS' CHOIR



Our CKY photographer snapped this picture of the T. Eaton Company's Good Deed Club Girls' Choir, just prior to their going on the air one Saturday morning. Part of the Boys' Choir also managed to squeeze into the scene.

SAVE

AFTER SEVEN!

and

ALL DAY SUNDAY

Reduced rates on Long Distance Calls are in effect every night after 7 p.m. and all day Sunday.

—the most convenient times for friendly chats and family reunions by telephone.

TAKE A BARGAIN TRIP

by

TELEPHONE

MANITOBA TELEPHONE SYSTEM

